



*Mark Young*  
*New York Metro*

April 21, 1997

To: Greg Brown	Lee Maney	George Moulton
Mark Gambardella	Greg Mitchell	Nick Kuruc
Marshall Richards	Steve Grossberg	
Tony Addessi		

Subject: Moonlight Tobacco Co. / New Planet Menthol FF/Lts.

Gentlemen,

After receiving your input on Planet Menthol, everyone agreed that we need another shot at Newport (Icebox didn't work) and Planet might do the trick. It's definitely worth a shot. The only exception was Queens which has minimal potential for the moonlight brands.

I informed Winston-Salem to include NYM in the expansion. The issues that I am concerned with and explained in detail are:

- First is the June DTS timing ..... it's Marlboro quarter-end promotion and we will probably be extremely busy. July might work out better.
- Second was the fact that Moonlight had no plans of making brand specific POS for Planet Menthol. I explained that it's hard enough to get a consumers attention in this cluttered market even with strong POS, without support it will be very difficult. I recommended posters, riser cards and 24 inch cards. We'll see if they can come up with the budget to do these items for us.

Newport continues to be the fastest growing brand in NYM (according to marlin). We know the Planet product does have a point of difference and the non-menthol Planet is doing extremely well. It currently represents 60% of the total moonlight case shipments. If we can just attract 1 in a 100 Newport smokers to Planet Menthol, it will definitely have a positive effect on our share of market and will be profitable to the company.

As I get more information on Planet Menthol, I'll pass it on to the group.

Sincerely,

*Mark Young*

cc: O'Rourke / McHugh

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